

Online Glossary A-K^{*}

A GLOSSARY OF COMMON WEB TERMS

consumer**brief**

Adware— Any software application which displays advertising banners while the program is running. Adware has been criticized because it usually includes code that tracks a user's personal information and passes it on to third parties, without the user's authorization or knowledge.

Application or application program, is a software program that runs on your computer. Web browsers, e-mail programs, word processors, games, and utilities are all applications. The word "application" is used because each program has a specific application for the user.

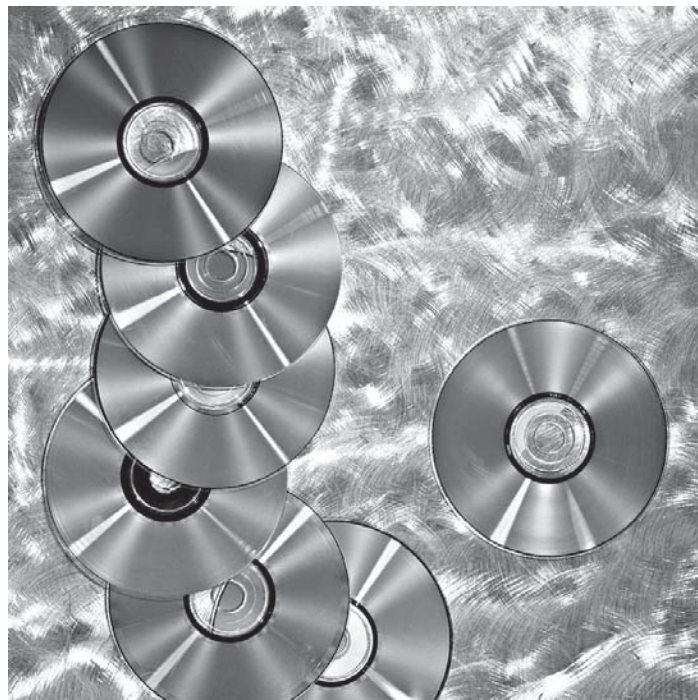
Banner Ad— Perhaps the most prolific form of Web advertising is the banner ad. It is a long, rectangular image that can be placed just about anywhere on a Web page. They may contain text, images, or sometimes those annoying animations that make it hard to focus on the page's content. Regardless of the type of banner ad, when a user clicks the advertisement, he or she is redirected to the advertiser's website

Blog— Short for "Web Log," this term refers to a list of journal entries posted on a Web page. Anybody who knows how to create and publish a Web page can publish their own blog. Some Web hosts have made it even easier by creating an interface where users can simply type a text entry and hit "publish" to publish their blog

Broadband refers to high-speed data transmission in which a single cable can carry a large amount of data at once. The most common types of Internet broadband connections are cable modems (which use the same connection as cable TV) and DSL modems (which use your existing phone line). Because of its multiple channel capacity, broadband has started to replace baseband, the single-channel technology originally used in most computer networks.

(Web) Browser, often just called a "browser," is the program people use to access the World Wide Web (or "www"). It interprets HTML code including text, images, hypertext links, Javascript, and Java applets. After rendering the HTML code, the browser displays a nicely formatted page. Some common browsers are Microsoft Internet Explorer, Netscape Communicator, and Apple Safari.

CD-ROM stands for Compact Disk-Read Only Memory; an optical disk from which information may be read but not written.



Cookie— A text block of information deposited on your hard drive by certain Web sites. When you revisit the site, that cookie will act as an identifier to let the Web site know that you are back. Cookies may be used to tell Web-site businesses and their advertisers about

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your preferences, such as the type of music you order online.

Cyberbullying occurs when a child, preteen or teen is tormented, threatened, harassed, humiliated, embarrassed or otherwise targeted by another child, preteen or teen using the Internet, interactive and digital technologies or mobile phones. It has to have a minor on both sides, or at least have been instigated by a minor against another minor. Once adults become involved, it is plain and simple cyberharassment or cyberstalking. Cyberbullying isn't when adults are trying to lure children into offline meetings, that is called sexual exploitation or luring by a sexual predator. But sometimes when a minor starts a cyberbullying campaign it involves sexual predators who are intrigued by the sexual harassment or even ads posted by the cyberbully offering up the victim for sex.

Cyberspace—A term coined by William Gibson in his novel "Neuromancer" to refer to a near-future computer network where users mentally travel through matrices of data. The term is now used to describe the Internet and the other computer networks.

DSL stands for "Digital Subscriber Line." It is a medium for transferring data over regular phone lines and can be used to connect to the Internet. However, like a cable modem, a DSL circuit is much faster than a regular phone connection, even though the wires it uses are copper like a typical phone line..

Domain Name is the name that identifies an Web site. For example, "microsoft.com" is the domain name of Microsoft's Web site. A single Web server can serve Web sites for multiple domain names, but a single domain name can point to only one machine. For example, Apple Computer has Web sites at www.apple.com, www.info.apple.com, and www.store.apple.com Each of these sites could be served on different machines.

Download—To transfer to your computer a copy of a file that resides on another computer.

Firewall— This term refers to security measures designed to protect a networked system from unauthorized or unwelcome access.

HTML— An acronym for HyperText Markup Language. HTML is the language used to tag various parts

of a Web document so browsing software will know how to display that document's links, text, graphics and attached media.

HTTP— The abbreviation for Hypertext Transfer Protocol. HTTP is used to link and transfer hypertext documents.

IP— Known as an "IP number" or simply an "IP," this is a code made up of numbers separated by three dots that identifies a particular computer on the Internet. Every computer, whether it be a Web server or the computer you're using right now, requires an IP address to connect to the Internet. IP addresses consist of four sets of numbers from 0 to 255, separated by three dots. For example "66.72.98.236" or "216.239.115.148". Your Internet Service Provider (ISP), will assign you either a static IP address (which is always the same) or a dynamic IP address, (which changes every time you log on). ISPs typically assign dial-up users a dynamic IP address each time they sign on because it reduces the number of IP addresses they must register. However, if you connect to the Internet through a network or broadband connection, it is more likely that you have a static IP address.

ISP stands for "Internet Service Provider." In order to connect to the Internet, you need an ISP. It is the company that you (or your parents) pay a monthly fee to in order to use the Internet. If you use a dial-up modem to connect to your ISP, a point-to-point protocol (PPP) connection is established with another modem on the ISP's end. That modem connects to one of the ISP's routers, which routes you to the Internet "backbone." From there, you can access information from anywhere around the world. DSL and cable modems work the same way, except after you connect the first time, you are always connected.

JPEG actually stands for "Joint Photographic Experts Group," because that is the name of the committee that developed the format. JPEG is a compressed image file format. JPEG images are not limited to a certain amount of color, therefore, the JPEG format is best for compressing photographic images. So if you see a large, colorful image on the Web, it is most likely a JPEG file.

* NOTE: There is no glossary term beginning with the letter K currently listed.

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